



[Home](#) › [Statistics](#) › [Classifications](#) › [Australian Standard Classification of Education \(ASCED\)](#) › [2001](#) › [Field of Education Structure and Definitions](#) › [Definitions](#) › [08 Management and Commerce](#)

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Broad Field

08 Management and Commerce

Australian Standard Classification of Education (ASCED)

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Broad Field 08 Management and Commerce

Management and Commerce is the study of the theory and practice of planning, directing, organising, motivating and co-ordinating the human and material resources of private and public organisations and institutions. It includes the merchandising and provision of goods and services and personal development.

The theoretical content of Broad Field 08 Management and Commerce includes:

- management and administration
- human and material resources management
- sales and marketing
- finance and financial management
- human behaviour and time management

The main purpose of this broad field of education is to develop an understanding of the theory and practice of decision making and policy formation, organisational development, planning, financial management, and the marketing and selling of goods and services.

This broad field comprises the following narrow fields:

Narrow Field

0801 Accounting

Narrow Field 0801 Accounting

Accounting is the study of the theory and practice of developing, maintaining, auditing and analysing financial records.

The main purpose of this narrow field of education is to develop an understanding of accounting principles and processes in order to organise and maintain corporate and personal financial records. It also involves developing an ability to interpret, evaluate and prepare financial records for use in corporate and personal financial decision making.

Courses in Narrow Field 0801 Accounting develop skills in:

- auditing financial accounts and providing reports on those audits
- designing and operating financial systems for individuals and organisations
- preparing general purpose accounting statements
- providing advice on taxation law and practice and completing taxation reports for clients

This narrow field comprises the following detailed field:

080101 Accounting

080101 Accounting

Accounting is the study of the theory and practice of developing, maintaining, auditing and analysing financial records.

Examples of subjects in this detailed field include:

- auditing and taxation
- bookkeeping
- financial systems design and operation
- financial report writing
- general purpose accounting statements

Exclusions:

Taxation law. This is included in Detailed Field 090911 Taxation Law.

Narrow Field

0803 Business and Management

Narrow Field 0803 Business and Management

Business and Management is the study of planning and directing the functions and

activities of persons, organisations and institutions.

The main purpose of this narrow field of education is to develop an understanding of the theory of management and administration and its application in the development, structure and operation of organisations and institutions, and the role of staff management and development. It also involves developing abilities in organising the efficient and effective provision of goods and services and in planning, co-ordinating and controlling the activities of an organisation and resolving problems and conflicts associated with the performance of these activities.

Courses in Narrow Field 0803 Business and Management develop skills in:

- analysing and determining policy issues at a managerial level
- analysing the human factors that affect the task of management
- applying the principles of quantitative methods, personnel development and information systems in a business
- environment
- developing strategies for the implementation and administration of government policy and planning
- identifying and evaluating the economic, legal, social, political and ethical environment in which business operates
- identifying and evaluating the role of public organisations and public and private institutions in society
- relating organisational and behavioural theory to a business enterprise, or to public organisations and public and private institutions

This narrow field comprises the following detailed fields:

080301 Business Management
080303 Human Resource Management
080305 Personal Management Training
080307 Organisation Management
080309 Industrial Relations
080311 International Business
080313 Public and Health Care Administration
080315 Project Management
080317 Quality Management
080319 Hospitality Management
080321 Farm Management and Agribusiness
080323 Tourism Management
080399 Business and Management, n.e.c.

080301 Business Management

Business Management is the study of planning and directing the activities of commercial enterprises. It includes the study of the nature, operation and role of business, and the resolution of management and administrative problems.

Examples of subjects in this detailed field include:

- business managerial policies
- business plan administration
- business and the economic, legal, social, political and ethical environment

080303 Human Resource Management

Human Resource Management is the study of staffing policy, practice and management within an organisation.

Examples of subjects in this detailed field include:

- training needs assessment
- performance management
- personnel management
- recruiting and job analysis and design
- staff development and training co-ordination
- staff supervision

080305 Personal Management Training

Personal Management Training is the study of self-improvement techniques.

Examples of subjects in this detailed field include:

- personal creativity
- personal effectiveness
- personal motivation
- self-esteem
- stress management
- time management

080307 Organisation Management

Organisation Management is the study of organisational structure and change.

Examples of subjects in this detailed field include:

- change management
- organisational change and leadership
- organisational context of human resource management
- organisational politics and culture
- organisational behaviour

080309 Industrial Relations

Industrial Relations is the study of the relationship between employers and employees, and the application of such relations to workplace issues.

Examples of subjects in this detailed field include:

- advocacy and negotiation
- employee relations
- industrial conflict
- workplace issues

080311 International Business

International Business is the study of international trade, import and export processes and regulations and customs procedures and regulations.

Examples of subjects in this detailed field include:

- customs practices
- permit issuing authorities
- international and multinational trade
- tariffs

Exclusions:

International trade law. This is included in Detailed Field 090909 International Law.

080313 Public and Health Care Administration

Public and Health Care Administration is the study of planning and directing the functions and operations of organisations whose primary objective is the provision of services for the public good.

Examples of subjects in this detailed field include:

- Australian health system
- public sector guidelines and procedures
- public organisations and their role
- health planning, policy and programme evaluation

080315 Project Management

Project Management is the study of planning and managing a total project process.

Examples of subjects in this detailed field include:

- design management
- project life cycles
- project management
- project planning

080317 Quality Management

Quality Management is the study of initiating and implementing quality assurance techniques and procedures to meet standards of best practice.

Examples of subjects in this detailed field include:

- benchmarking
- continuous improvement
- organisation performance evaluation

080319 Hospitality Management

Hospitality Management is the study of managing the operations of organisations which provide hospitality services. It includes conference and special events management.

Examples of subjects in this detailed field include:

- equipment and facilities planning
- hospitality purchasing
- rooms division management
- strategic planning in hospitality

080321 Farm Management and Agribusiness

Farm Management and Agribusiness is the study of managing farming and agricultural business enterprises.

Examples of subjects in this detailed field include:

- farm and agribusiness planning models
- farm cash, credit, debt and taxation management
- rural credit market

080323 Tourism Management

Tourism Management is the study of planning and managing the activities of tourism focused enterprises.

Examples of subjects in this detailed field include:

- cultural and social aspects of tourism management
- tourist behaviour
- tourism planning and development

Exclusions:

Tourism. This is included in Detailed Field 080701 Tourism.

080399 Business and Management, n.e.c.

This detailed field includes all Business and Management not elsewhere classified.

Examples of subjects in this detailed field include:

- facilities management
- recreation management
- electronic commerce (e-commerce)
- business and financial risk management
- transport management
- emergency management

Narrow Field

0805 Sales and Marketing

Narrow Field 0805 Sales and Marketing

Sales and Marketing is the study of identifying and developing markets, and promoting and selling goods, services and properties.

The main purpose of this narrow field of education is to develop an understanding of the

theories of buying and selling goods and services and their application at an organisational and personal level, marketing theories in relation to product development, and the development of strategic marketing plans and consumer behaviour. It also involves developing the ability to plan, direct and organise retail and wholesale operations so that goods and services can be provided efficiently and effectively.

Courses in Narrow Field 0805 Sales and Marketing develop skills in:

- applying social and behavioural science theories to identify and develop marketing strategies
- applying the principles and practices of selling and interacting with clients
- identifying consumer needs and wants and developing strategies to fulfil them in relation to the provision, pricing and distribution of goods and services
- managing stock, merchandising, pricing and supervising loss prevention
- organising or devising advertising, promotion, public relations and sales campaigns
- property investment and management

This narrow field comprises the following detailed fields:

080501 Sales

080503 Real Estate

080505 Marketing

080507 Advertising

080509 Public Relations

080599 Sales and Marketing, n.e.c.

080501 Sales

Sales is the study of buying and selling goods and services.

Examples of subjects in this detailed field include:

- consumer behaviour
- sales systems and procedures
- selling techniques
- stock management
- wholesaling

080503 Real Estate

Real Estate is the study of developing, purchasing, leasing and selling buildings, businesses and properties.

Examples of subjects in this detailed field include:

- property appraisal
- commercial and industrial leasing
- strata management
- residential tenancies
- property management

Exclusions:

Real estate valuation. This is included in Detailed Field 089903 Valuation.

Real estate law. This is included in Detailed Field 090901 Business and Commercial Law.

080505 Marketing

Marketing is the study of identifying market opportunities and developing and implementing strategies for pricing and promoting products and services.

Examples of subjects in this detailed field include:

- direct marketing
- product innovation
- sponsorship
- market segmentation
- consumer and organisational buyer behaviour

080507 Advertising

Advertising is the study of informing potential customers of the nature of products and services and their merits.

Examples of subjects in this detailed field include:

- advertising media
- advertising regulations
- ethical and operational principles in advertising
- advertising strategies
- planning and executing advertising campaigns

Exclusions:

Copywriting. This is included in Detailed Field 100705 Written Communication.

080509 Public Relations

Public Relations is the study of creating and maintaining an understanding and a favourable view of an organisation and its products, services and role.

Examples of subjects in this detailed field include:

- public relations campaign planning
- international public relations
- media relations
- role of organisations' spokespersons

080599 Sales and Marketing, n.e.c.

This detailed field includes all Sales and Marketing not elsewhere classified.

Examples of subjects in this detailed field include:

- visual merchandising (window dressing)
- auctioneering

Narrow Field

0807 Tourism

Narrow Field 0807 Tourism

Tourism is the study of the structure and operations of the tourism industry, tour guiding, and ticketing and reservation practices.

The main purpose of this narrow field of education is to develop the ability to plan, direct and organise tourism operations so that a quality service is provided efficiently and effectively. It also involves developing an understanding of the theories of promoting tourism services.

Courses in Narrow Field 0807 Tourism develop skills in:

- providing information and advice to clients regarding itineraries, destinations and accommodation
- arranging accommodation and travel

This narrow field comprises the following detailed field:

080701 Tourism

Exclusions:

Tourism management. This is included in Detailed Field 080323 Tourism Management.

080701 Tourism

Tourism is the study of the structure and operations of the tourism industry, tour guiding, and ticketing and reservation practices.

Examples of subjects in this detailed field include:

- accommodation and travel reservations
- ecotourism
- fares and ticketing
- tourist attractions and itinerary preparation
- travel agency procedures
- charter tours

Narrow Field

0809 Office Studies

Narrow Field 0809 Office Studies

Office Studies is the study of planning, organising and managing office systems, and operating office equipment. It includes the study of clerical skills.

The main purpose of this narrow field of education is to develop an understanding of the principles of office administration, the exchange and recording of information in an office environment, the training and supervision of staff, and the role of office technology and its development and application. It also involves developing the ability to plan, direct, organise and carry out the day to day operations of an office.

Courses in Narrow Field 0809 Office Studies develop skills in:

- co-ordinating and supervising the operation of office systems and technology
- entering and retrieving data
- operating keyboards and general office equipment
- performing general office procedures
- undertaking supervision and on-the-job training of staff
- using word processing packages

This narrow field comprises the following detailed fields:

080901 Secretarial and Clerical Studies

080903 Keyboard Skills

080905 Practical Computing Skills

080999 Office Studies, n.e.c.

080901 Secretarial and Clerical Studies

Secretarial and Clerical Studies is the study of shorthand, record keeping, correspondence and general office procedures.

Examples of subjects in this detailed field include:

- business correspondence
- filing
- office equipment operation
- performing general office procedures
- shorthand
- telephone operation

080903 Keyboard Skills

Keyboard Skills is the study of typing and data entry.

Examples of subjects in this detailed field include:

- court reporting
- data entry
- keyboard operations and techniques
- keyboard speed and accuracy

080905 Practical Computing Skills

Practical Computing Skills is the study of basic computer operation and using software packages.

Examples of subjects in this detailed field include:

- financial management and planning software
- introduction to the web
- presentation packages
- relational database software
- spreadsheet packages
- word processing packages

080999 Office Studies, n.e.c.

This detailed field includes all Office Studies not elsewhere classified.

Examples of subjects in this detailed field include:

- reception protocol

Narrow Field

0811 Banking, Finance and Related Fields

Narrow Field 0811 Banking, Finance and Related Fields

Banking, Finance and Related Fields is the study of planning, directing, organising and controlling financial activities and services. It includes the provision of insurance and investment services at the corporate and individual level.

The main purpose of this narrow field of education is to develop an understanding of the theories and practice of financial planning and investment, the nature and operation of the Australian and international monetary and financial systems and markets, and the principles of insurance.

Courses in Narrow Field 0811 Banking, Finance and Related Fields develop skills in:

- providing basic financial services
- developing appropriate investment strategies for different types of investor
- organising and operating financial institutions and insurance organisations
- developing appropriate insurance, superannuation and retirement packages for clients
- applying the principles of risk, insurance, reinsurance, and underwriting to determine benefits and premiums
- processing claims, maintaining and verifying insurance records

This narrow field comprises the following detailed fields:

081101 Banking and Finance

081103 Insurance and Actuarial Studies

081105 Investment and Securities

081199 Banking, Finance and Related Fields, n.e.c.

081101 Banking and Finance

Banking and Finance is the study of directing, planning and providing financial institution services in relation to savings and loans.

Examples of subjects in this detailed field include:

- banking and lending practices
- basic financial services
- bank and financial institutions daily operations
- finance theories
- national and international financial markets regulations

Exclusions:

Banking and financial law. This is included in Detailed Field 090901 Business and Commercial Law.

081103 Insurance and Actuarial Studies

Insurance and Actuarial Studies is the study of directing, planning and providing insurance services, and applying mathematical and statistical analysis to financial planning problems.

Examples of subjects in this detailed field include:

- principles of risk and insurance
- insurance portfolio management
- developing appropriate insurance packages for clients
- actuarial principles

081105 Investment and Securities

Investment and Securities is the study of directing, planning and providing investment and securities services.

Examples of subjects in this detailed field include:

- tailoring individual investment portfolios
- investments and financial markets regulations
- superannuation and retirement planning

081199 Banking, Finance and Related Fields, n.e.c.

This detailed field includes all Banking, Finance and Related Fields not elsewhere classified.

Examples of subjects in this detailed field include:

- financial management

Narrow Field

0899 Other Management and Commerce

Narrow Field 0899 Other Management and Commerce

This narrow field includes all Management and Commerce not elsewhere classified.

This narrow field comprises the following detailed fields:

089901 Purchasing, Warehousing and Distribution

089903 Valuation

089999 Management and Commerce, n.e.c.

089901 Purchasing, Warehousing and Distribution

Purchasing, Warehousing and Distribution is the study of purchasing, supplying, storing and despatching goods and other materials.

Examples of subjects in this detailed field include:

- materials handling and management
- inventory control
- staged procurement
- logistics management
- transport and distribution systems
- warehouse storage systems
- furniture removal

089903 Valuation

Valuation is the study of valuing land, buildings, businesses, properties, machinery, art and personal items.

Examples of subjects in this detailed field include:

- plant and equipment valuation
- land economics
- specialist valuation
- valuation for rating and taxing

089999 Management and Commerce, n.e.c.

This detailed field includes all Management and Commerce not elsewhere classified.

Examples of subjects in this detailed field include:

- laboratory administration
- wool commerce